



THE IMPACT OF THE DEVELOPMENT OF CULTURAL VALUES ON SOCIETY

Nurul Ismi¹, Sherly Rahayu Ningrum²

^{1,2}Elementary School Teacher Education, Universitas Muhammadiyah Sumatera Utara

Email: ¹nurulismi801@gmail.com, ²rahayuserly4@gmail.com

Abstract

Value is a quality provision that is meaningful for individual human life, society, nation and state. Associatively, it can be argued that the word "Culture" or "Culture" has a basic understanding of the effort of reason or reason in order to improve the quality and quantity of human civilization. Humans are creatures created by Allah SWT, who are essentially individuals. The research method used in this research is descriptive qualitative method. Descriptive research is research that aims to collect information about the status of an existing symptom, namely the symptoms that were present at the time the research was conducted. Descriptive research does not aim to test certain hypotheses, but only describes "what is" about a variable, symptom or condition.

Keywords : Society, Culture, Development, Influence

Introduction

Culture contains a broad meaning, including a complex feeling of the nation. The complexity of cultural development includes knowledge, belief, art, law, morals, customs (habits), and other traits acquired from members of society. Culture is the overall knowledge shared by the citizens of a society. Knowledge that has been recognized as truth so that it is functional as a guide. All of them are used selectively and contextually according to the needs or problems faced. In everyday life we encounter the term mentality. Mentality is a spiritual ability that exists within a person, which guides behavior and actions in his life. This reflection in behavior creates a certain attitude towards the things and people around it. This mental attitude is actually the same as the cultural value system and attitude.

The cultural value system (or a cultural system) is a series of abstract concepts that live in the minds of most members of society. It concerns what is considered important and valuable. Therefore a cultural value system is part of culture that provides direction and encouragement to human behavior. The system is an abstract concept, but not defined explicitly. Because of that the concept is usually only felt, not formulated explicitly by the members of the community concerned. That is also why the concept is often very ingrained, difficult to change let alone replaced by a new concept.

Research Methodology

The research method used in this research is descriptive qualitative method. Descriptive research is research that aims to collect information about the status of an existing symptom, namely the symptoms that were present at the time the research was conducted. Descriptive research does not aim to test certain hypotheses, but only describes "what is" about a variable, symptom or condition. (Zellatifanny & Mudjiyanto, 2018). Qualitative descriptive (QD) associated with guidance and counseling lies in the essence of guidance and counseling itself. The essence of guidance and counseling which is defined as a process of facilitating the development of students in their social environment (Corey, MS, Corey, G & Corey, C., 2010) in (Nurmalasari & Erdiantoro, 2020) According to Sugiyono (2016) in (Destiani 2021) a qualitative research method is a method used to examine the condition of natural objects where researchers are the key instrument. Qualitative descriptive research is aimed at describing and illustrating existing phenomena, both natural and man-made, which pays more attention to characteristics, quality, interrelationships between activities. Data collection techniques used are observation, interviews and

literature/documentation studies. While the selection of informants used a purposive sampling technique (Destiani 2021)

Result & Discussion

Definition of Value

Score is something good that is always desired, aspired to and considered important by all human beings as members of society, therefore something is said to have value if it is useful and valuable, the value of truth, aesthetic value, both moral, religious and religious values. Value is a quality provision that is meaningful for individual human life, society, nation and state. The presence of values in human life can generate actions and reactions, so that humans will accept or reject their presence. As a consequence, values will become life goals that want to be realized in the reality of everyday life. For example, the values of justice and honesty are values that have always been a human concern to be realized in reality. And conversely, lying is a value that is always opposed or rejected by humans.

Definition of Culture

Culture is a way of life that develops, and is shared by a group of people, and is passed down from generation to generation. Culture is formed from an element, namely the system of religion, politics, customs, language and works of art. Culture is also a comprehensive lifestyle that is complex, abstract and broad, and many cultural aspects also determine communicative behavior. Associatively, it can be stated that the word "Culture" or "Kultur" has a basic understanding of the effort of the mind or reason in order to improve the quality and quantity of human civilization (kusherdiana). Visible, real and visible cultural elements can be in the form of material or objects that can be touched and felt by the human senses. (Kistanto, 2017)

Human Definition

Humans are creatures created by Allah SWT, which in essence they are as individual creatures (Mahdayeni et al., 2019) the intention of the individual is that it consists of one part of me however, in carrying out human life one cannot live life as an individual but must socialize with other humans to help him carry out his life. It has often been heard that humans are social creatures who must interact and help each other with other humans. Humans as individual beings have their own uniqueness or characteristics (Mahdayeni et al., 2019)

Definition of Society

In an environment consisting of society in general is a group of individuals or people who live together, society is called Society which means social interaction (Yusuf et al., 2020). In carrying out their lives, many people have differences both socially, culturally, and beliefs. Human differences can also be seen from the attitudes and behavior that differ from one another. A small example of a community is a school, which is an institution or educational institution to transfer knowledge at the elementary, middle, high school and university levels. (Bambang Tejkusumo, 2014)

Understanding Community Behavior

Public have different behavior from the others. People's behavior is always changing along with the progress of culture and civilization (Muflih, 2013). Community behavior becomes a benchmark for them in carrying out their lives, such as if people's behavior is good towards other people, they will also get good and vice versa. Behavior itself is an action carried out by humans, be it individuals, organisms, and society with themselves or their environment.

The Impact of the Development of Cultural Values

The cultural values have several impacts on human life, which are as follows:

1. **As a guide to life**, the values contained in a culture that we live in can be used as a guide in life. For example, the values that exist in a wedding procession. Starting from pre-event until finished has a deep meaning.
2. **Encouraging the formation of a community mindset**, people who are used to carrying out cultural activities and know the meaning of the culture are expected to behave well. Be kind in the sense of society and for the good of yourself.
3. **Rule maker**, the values contained in a culture will bring up rules that must be obeyed by people who are in a form of social group. This rule must be obeyed so as not to get direct customary sanctions, apart from

customary sanctions there are also social sanctions that cannot be controlled by anyone except circumstances.

4. **How to live in the environment** a value in everyday life will lead to a fairness that explains the way of life in society.

Based on the description above, it can be concluded that cultural values have many impacts, including as knowledge and self-actualization, the function of knowledge means the search for meaning, the need to understand, the tendency towards a better unity of perception and belief to complete clarity and conception. Adjustment of certain values is directed directly to ways of behaving and adjustment-oriented goals. Adjustment-oriented values are actually pseudo values because these values are needed by individuals as a way to adapt to group or societal pressures.

Cultural Traits

In addition to having elements and forms, culture also has characteristics. The characteristics of culture are very numerous, considering that our culture is very diverse, in general, seven cultural characteristics will be put forward, namely:

1. Diverse culture

Cultural diversity is caused by several factors, among others, because humans do not have a special structure in their bodies so they have to adapt to their environment.

2. Culture can be passed on socially with lessons.

Succession of culture can be done horizontally and vertically. Horizontal transmission is carried out over a generation and usually orally, while vertical transmission is carried out between generations by means of writing (literary). With high memory, humans are able to store their own experiences as well as those obtained from others.

3. Culture is described in the components of biology, psychology, and sociology.

Biology, psychology and sociology are the three components that make up human personality. Biologically, humans have traits that are passed down by their parents which are obtained while in the womb as the first nature. At the same time, humans have psychological characteristics which they get from their parents as a basis or innate. After a baby is born and develops into a child in the second world, his personality is formed by the environment, especially through education. Humans as elements of society in the environment participate in the formation of culture.

4. Culture has structure.

Universal culture whose elements have been stated can be divided into small parts called complex traits and then divided into traits and divided into items. Likewise, the national culture consisting of ethnic and national culture is sub-cultural which is further divided according to region, religion, customs and so on.

5. Culture has value.

Cultural values are relative, depending on who gives the values, and what measurement tools are used. Eastern nations, for example, tend to use spiritual measurements as a means of assessing them, while Western nations use material measures.

6. Culture has static and dynamic characteristics.

Culture and society are actually not 100% static because if that happens it should just be said to be dead. Culture is said to be static if a culture changes very little in a long time. Conversely, if culture changes rapidly in a short time, it is said that culture is dynamic.

7. Culture can be divided into various fields or aspects.

There are cultures that are spiritual in nature and are material in nature, there are land cultures and maritime cultures, and there are cultures according to region. It all depends on who differentiates it and what it's done for. There are so many cultural traits that affect a person or group which will have an impact on a person's moral formation, seen from the nature of culture. These cultural traits are oriented towards change and the formation of one's morals that are directed and do not deviate from what has been determined. However, cultural values are also not only passed down by ancestors, there are cultural values that are oriented towards stories, fairy tales and literature so that not only local people know and understand but other people who are not local people themselves know it through writing.

Conclusion

The cultural value system (or a cultural system) is a series of abstract concepts that live in the minds of most members of society. It concerns what is considered important and valuable. The cultural values held by individuals

are input values originating from a very broad global era. Values in individuals will follow the developments and changes that exist in society. The family is an open system so that it can be influenced by its supra-system, namely the environment and society and conversely, as a sub-system of the environment (society), the family can influence the community (supra-system). Therefore, how important is the role and function of the family in shaping humans as members of society with positive cultural values.

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